

keep it local. keep it frisco!

TM Sudden Impact
Presented by Frisco Convention & Visitors Bureau

Red Door Campaign

Objective: to bring awareness to CEO's and decision making Executives that live in Frisco that we have great hotels and venues where they could be hosting their meetings. We need them to visit with their meeting planners and discuss the Frisco options.

Strategies:

- Letter penned by Mayor Maso in Focal Point and on City of Frisco website briefly discussing the Keep it Local campaign
- personally deliver red gift bags on the doorsteps of executives the morning that Focal Point will drop in the mailboxes
- Bag contains the Keep it Local coffee mug, one high end gift and an invitation to join us for an exclusive breakfast with the Mayor and CVB to their part in the economic vitality of Frisco by bringing their meetings and events here
 - Show the world your City
 - No commute when meeting here
 - Personal sales call with Mayor Maso for those that cannot attend
- Have a hotline set up in CVB offices for those CEO's and executives we may have missed to call if they did not receive a bag and we'll issue a personal invitation over the phone

How to identify the executives:

- phone blitz in advance by CVB staff contacting local elected officials and other VIP's to query about their neighbors or others they know that live in town
- use Backyard Marketing Inc to identify a list of CEO's, including board members of state and national associations

Projected Expenses:

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|-----------------------|--|
| • Gift items | \$1750 (will work for partial sponsorship) |
| • Breakfast | \$1125 |
| • Printed Promo Piece | \$300 |
| • Backyard Mktg, Inc | \$2500 (one time research project) |

Total	\$5675
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